ABSTRACT OF THE DISCLOSURE

There is provided an information processor and an information processing method for effectively utilizing EPG data.  Identification codes for identifying specific character parts such as names of the cast of a program described in a description text describing the detail of the program in EPG data are inserted within the description text and are transmitted by a transmitter.  Based on the identification codes inserted in the EPG data, the specific character parts are sampled from the description text and predetermined processing steps are performed based on the sampled result in a receiver.  That is, the display color of the specific character parts is differentiated from that of the other part in displaying the description text on a monitor for example.  Or, a list of the names of the cast of the program is displayed as the sampled specific character parts and when the user selects a certain player, EPG of the program in which the player appears is displayed.